



Brian K. Krolicki
State Treasurer

FOR IMMEDIATE RELEASE
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**** MEDIA ADVISORY ****

**STATE TREASURER KROLICKI HOSTS THIRD ANNUAL
NEVADA WOMEN'S MONEY CONFERENCE**

- WHAT:** In an effort to bring financial education and literacy to women in Nevada, State Treasurer Brian Krolicki developed the annual Nevada Women's Money Conference. This year's third annual conference is being held in southern Nevada and will provide women with the necessary tools and information to ensure confidence while planning their financial futures. The free conference includes complimentary breakfast and lunch.
- WHEN:** Saturday, April 2, 2005
8 a.m. – 3:30 p.m.
- WHERE:** Green Valley Ranch
Henderson, Nevada
- WHO:** Host: State Treasurer Brian Krolicki
- Speaker: **Dee Lee** – author, speaker and certified financial planner
 - Speaker: **Tracy Eichler** – UBS Wealth Management USA, executive director and senior investment strategist
 - Speaker: **Valerie Glenn** – President and CEO, Rose/Glenn Group
- WHY:** In a 2002 study conducted by Oppenheimer Funds, it was found that 90 percent of women will at some point be solely responsible for their own finances. State Treasurer Brian Krolicki understands the importance of sound financial education, and in an effort to provide Nevada women with the information and confidence they need to begin planning their financial futures, he developed the annual Nevada Women's Money Conference.

As women today face the prospect of personal financial responsibility, the task seems to be weighing heavily on many minds. A Gallup poll asked 1,205 women about their biggest personal challenge and the number one answer was, "money." Money was mentioned more often than "family" and "health." According to the poll, women are concerned with the cost of living, meeting financial needs and high taxes. The purpose of the conference is to address these financial concerns, as well as address many other issues of concern to women.

Interview, photo and video opportunities available.

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